

November 13, 2014

Minor Project Review

14-101ARB/MPR – Sign – BSC Historic Core District

Chelsea Borough Home Sign 54 S. High Street

This is a proposal for the installation of a new 8-square-foot wall sign for an existing commercial building on the east side of South High Street, between Spring Hill and Eberly Hill. This is a request for review and recommendation of approval to the Architectural Review Board of a Minor Project Review under the provisions of Zoning Code Sections 153.065, 153.170 and the *Historic Dublin Design Guidelines*.

Date of Application Acceptance

Friday, October 10, 2014

Date of ART Recommendation

Thursday, November 13, 2014

Date of Architectural Review Board Determination

Wednesday, November 19, 2014

Case Managers

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PART I: APPLICATION OVERVIEW

<i>Zoning District</i>	BSC Historic Core District
<i>Review Type</i>	Minor Project Review
<i>Development Proposal</i>	8-square-foot wall sign for an existing commercial building
<i>Property Address</i>	54 S. High Street
<i>Property Owner</i>	Richard Joffers
<i>Applicant</i>	Bruce Sommerfelt for Signcom Inc.
<i>Case Managers</i>	Andrew Crozier, Planning Assistant Jennifer M. Rauch, AICP, Senior Planner

Historic Context

This structure, dating from the 1850s, was the residence of the Judson and Eger families before it became a commercial building. The structure is a simple, one-story, rectangular structure with a gable roof, simple front door and window architraves, and box cornice. The original siding has been covered with two different types of wood shingles. A lean-to addition at the rear gives the building a saltbox form. The structure is similar but smaller in scale than other buildings on High Street.

Application Contents

The single tenant building is permitted up to two different sign types, including ground signs and building mounted signs. The applicant is requesting one wall sign placed just to the south of the main entrance on the west elevation. The proposed sign is 8-square-feet in area and 1-inch thick, and is 7 feet to the top of the sign from grade. The sign material is a thick MDO plywood panel with scalloped corners. The design consists of three colors, a background color of dark chocolate brown, a green outer border that matches the existing window trim, and white text and a white inner border.

Zoning Code Analysis

§153.065(H) – Site Development Standards – Signs

Proposed Wall Sign			
Permitted		Proposed	Requirement
Number/ Type	Combination of two different sign types, including ground signs and building-mounted signs.	One wall sign	Met
Size	Max. of 8 sq. ft.	8 sq. ft.	Met
Location	Within 6 ft. of the principal entrance or on the wall associated with storefront; Not extend more than 14 in. from the face of the structure from which it is attached.	On the wall of the storefront, 11 ft. from the existing entrance on S. High Street	Met
Colors	3	3: Green, Brown & White	Met
Height	15 ft., not extending above the roofline.	7 feet	Met

PART II: ADMINISTRATIVE REVIEW TEAM COMMENTS

Planning

The proposed sign meets the applicable zoning regulations.

Building Standards, Engineering, Parks & Open Space, Fire, Police, Economic Development

No comments.

PART III: APPLICABLE REVIEW STANDARDS

Minor Project Review Criteria

The Administrative Review Team has reviewed this application based on the review criteria for Minor Projects, which include the following:

(c) **Meets Applicable Zoning Regulations**

Criterion met. The proposed wall sign meets Code for size, location, colors, and height.

(e) **Building Relationships and Quality Development**

Criterion met. The proposed sign adds visual interest and is located in an architecturally appropriate place on the front elevation.

(j) **Consistency with Bridge Street Corridor Vision Report, Community Plan, and other Policy Documents**

Criterion met. The Community Plan notes that "Dublin's built environment contributes positively to the community's character. This image is characterized by high quality office buildings, well-landscaped areas and streetscapes, tasteful signs and graphics, appropriate lighting standards and quality architecture." The proposed sign will positively contribute to the aesthetic character of the Historic Core District.

Architectural Review Board Criteria

Section 153.174 of the Zoning Code identifies criteria for the review and approval of a Board Order for proposals within the Architectural Review District Boundaries. Following is an analysis by Planning based on those criteria.

Applicable General Review Standards

1) **Character and Materials Compatible with Context**

Criterion met. The proposed sign materials are appropriate for the character of the structure. The colors, material, and design of the sign are in keeping with the building's characteristics, especially with the use of the structure's trim color for part of the sign.

2) **Recognition and Respect of Historical or Acquired Significance**

Criterion met. The proposed sign and location do not alter the historic significance of the site or building.

3) **Compatible with Relevant Design Characteristics**

Criterion met. The proposed design accents the original character of the structure. The wood material and sign details (routed edges, raised border) are consistent with the historic character of the building.

4) **Appropriate Massing and Building Form**

Not applicable.

5) **Appropriate Color Scheme**

Criterion met. The proposed colors (dark chocolate brown, white, green) are appropriate for the period of the structure and meet the *Historic Dublin Design Guidelines*. The green was selected to match the adjacent window trim.

6) **Complementary Sign Design**

Criterion met. The proposed sign design complements the existing structure and is appropriately located on the building, centered between two windows.

PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM RECOMMENDATION

Recommendation of approval to the Architectural Review Board with no conditions.